

1.913
E4 Ex 42

Reserve

The Exhibit

Analysis of the essential elements involved in its use as a means of extension teaching.

Steps in logical sequence	Recommended procedure	Special skills or knowledge required
1. Consider how exhibits might contribute to effectiveness of the teaching plan or otherwise promote extension work.	Analyze fairs and other county activities from an exhibit standpoint. Decide upon phases of work best promoted by exhibits.	The strong points and limitations of the exhibit as a means of extension teaching.
2. Decide upon character of exhibit.	Decide where exhibits will be made. Select phase of work to be emphasized. Decide whether specific purpose is: To acquaint public with better standards. To promote understanding and create good will toward extension on the part of nonfarm people, or To influence people to adopt better practices.	Exhibit possibilities of various county and community fairs and other events. Requirement of a good exhibit. Ability to correctly estimate exhibit possibilities of subject matter and probable character of attendance.
3. Plan and prepare exhibit.	Prepare a written plan, diagram of exhibit. Locate and arrange for necessary materials. Assemble materials.	Type of exhibit best adapted to problem and situation - creative ability. Exhibit techniques. Local sources of materials. How to employ local leaders.

<p>4. Stage the exhibit.</p>	<p>Set up exhibit as planned. Make necessary modifications to fit in with adjoining exhibits. See that exhibit is properly labeled. Arrange some moveable or other type of device to attract attention. Have informed representative present to explain exhibit and answer questions. Distribute literature or arrange to get names of those desiring publications. Publicize exhibit through press, circular letters, etc.</p>	<p>Exhibit techniques and artistic sense. Previous experience with exhibits. How to make an attractive poster. Ingenuity in adopting available devices to fit exhibit. Experience with similar exhibits. Farm and home problems of area, and available literature. How to write a good news story.</p>
<p>5. Estimate effectiveness of exhibit.</p>	<p>Analyze attendance, inquiries, and requests for literature. Watch public reactions, press comments, etc. Make inquiries at meetings held in areas where exhibit was made.</p>	<p>How to get such information by reliable sampling methods. Evaluation technique. How to reduce pertinent information to a simple question or two.</p>